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1. Introduction and Policy Purpose

Nine Yards is an academy under Ethos for Educational Services, offering after-school programmes, clubs, camps, courses, trips and events that support children's intellectual, physical and social development, alongside programmes for parents and adults.

This policy sets out how Nine Yards manages behaviour, parent communication, concerns, investigations, escalation, session expectations, payment deadlines, safety matters and family partnership. The aim is to ensure that every child and family experiences a safe, respectful, positive and well-organized programme.

This policy is guided by our four values:

- **Growth** — every child is encouraged to try, improve and build new skills.
- **Passion** — we bring energy and enthusiasm to everything we run.
- **Inclusion** — every child, from every school and background, is welcome.
- **Integrity** — we act fairly, honestly and consistently.

2. Behaviour Policy

As most Nine Yards activities run as weekly sessions, clubs or short camps rather than a full school day, our behaviour approach is kept simple, positive and consistent across every sport, club and activity we run, whether on the field, in the class, or during events.

2.1 Our Approach

We use positive reinforcement as our first response, focus on restoring relationships rather than punishing, and give every child the chance to reset and try again. No form of punishment that causes pain, discomfort or humiliation is ever used.

2.2 Nine Yards Coaches & Staff Will

1. Build positive relationships and greet every child warmly at the start of each session.
2. Explain and model the expectations for that activity at the start of term.
3. Respond to behaviour consistently and fairly, regardless of the child.
4. Keep the playing area, class or activity space safe, organized and age-appropriate.
5. Recognize and praise good effort, teamwork and sportsmanship regularly.

2.3 Parents Will

6. Reinforce Nine Yards' values and expectations at home.
7. Communicate with coaches and the office respectfully and through the correct channel.
8. Share anything relevant that may affect their child's behaviour or participation that day.
9. Keep any behaviour discussions private rather than raising them on social media.
10. Ensure children arrive on time, in the correct kit, and are collected promptly.



2.4 Our Golden Rules

- We are honest.
- We try our best.
- We respect our coaches, teammates and equipment.
- We play and train safely.
- We include and encourage one another.

2.5 Expectations Across Nine Yards Settings

Nine Yards Value	On the Field / Court / Mat	In the Classroom	Waiting & Pick-up Areas
Growth	Try new skills, accept coaching, keep practising.	Attempt every activity, ask questions, learn from mistakes.	Use the time calmly
Passion	Give full effort, encourage teammates.	Get involved, bring energy to the session.	Talk about the session positively with family and friends.
Inclusion	Include every teammate, play fair.	Welcome pupils from all schools and backgrounds.	Be kind to pupils and parents from other groups.
Integrity	Follow the rules of the game	Be honest about effort and behaviour.	Wait for the right parent, use your Collection Card.

2.6 Positive Reinforcement

Coaches actively look for chances to recognize good behaviour and effort through:

- Verbal praise during the session
- Player/Artist of the Session recognition
- Positive notes
- Certificates and end-of-term/camp awards

2.7 Behaviour Levels & Consequences

Consequences are proportionate and progressive. A single Level 1 moment is treated as a normal part of coaching; it is a repeated or more serious pattern that moves to Levels 2 and 3.

Level	What it looks like	How we respond
1	Not following coach instructions, minor disruption, unsafe use of equipment, lateness without notice, unkind words to a teammate.	Verbal reminder from the coach; short reset/time-out from the activity; in-session reflection with the coach.
2	Repeated Level 1 behaviour, disrespect toward a coach or staff member, deliberate unsafe behaviour, damage to Nine Yards or venue equipment.	Parent informed the same day by phone; child sits out part of the session; a brief conversation with the Coordinator about next steps.
3	Bullying of any kind, physical aggression, deliberate danger to self or others, repeated Level 2 behaviour with no improvement.	Parent meeting with the Coordinator/Manager; possible suspension from the session or programme; readmission conditional on an agreed plan.



2.8 Bullying — Zero Tolerance

Nine Yards has a zero-tolerance approach to bullying. Any confirmed bullying incident, whether physical, verbal, or online, is treated as a Level 3 matter regardless of a child's previous record. Parents should report any concern directly to their child's coach or to the Programme Coordinator so it can be recorded and investigated. Children and staff who witness bullying and do not report it are also expected to be accountable.

The ability to act on incidents occurring outside Nine Yards sessions (e.g. on social media) is limited, but we will always support any child affected and address any impact on our programme.

2.9 Safety Note

Coaches supervise all equipment use and will stop an activity immediately if it becomes unsafe. Parents are asked to inform coaches in advance of any injury, condition or medication relevant to their child's participation, and to collect their child promptly if the office contacts them about an injury or illness during a session.

3. Family Communication

Clear, timely communication between Nine Yards and families keeps every session running smoothly and keeps children safe.

3.1 Main Communication Channels

- Phone: 01017999497 / 01065674333
- Email: nineyards@ethosedu.com
- Instagram & Facebook: @NineYardsEG

Parents are asked to use these official channels rather than a coach's or staff member's personal phone number for anything related to enrolment, attendance, fees, or behaviour. Coaches remain the right contact for quick, session-specific updates on the day.

3.2 Response Times

The Nine Yards office aims to respond to emails and calls within 48 hours. For anything urgent on a session day (a same-day absence, a late pick-up, an emergency), please call the office numbers above directly rather than emailing.

3.3 Letting Us Know About Absences or Changes

- Email or call the office before the session if your child will miss a session, so their coach isn't left waiting.
- Requests to change a pick-up person must be sent on WhatsApp in advance, with the collector's ID noted.
- For trips, camps or events, a confirmation and any consent form will be sent ahead of time — please respond by the stated deadline so your child's place is confirmed.



3.4 Pick-Up & Collection

Children must be collected promptly at the end of their session from the designated pick-up point. Only a parent or an authorised, nominated adult may collect a child; please let the office know in advance if someone new will be collecting. Children should not wait unsupervised outside the activity area.

3.5 Parent Orientations & Updates

At the start of each term/camp, parents receive an orientation email or session covering the schedule, coach introductions, and any programme-specific expectations. Throughout the term, updates on schedule changes, weather cancellations, or events are shared through the official channels above — please check them regularly.

4. Nine Yards Contacts

Email	
abdelhaleemweshahy@ethosedu.com	Nine Yards Manager
mazenZidan@ethosedu.com	Nine Yards Team leader
alaamohamed@ethosedu.com	Customer Service Supervisor
ahmedashraf@ethosedu.com	Finance and operations coordinator
Karolineaziz@ethosedu.com	Customer Service representative
youssefayman@ethosedu.com	Customer Service representative
aliabdelaziz@ethosedu.com	Customer Service representative
passantakram@ethosedu.com	Customer Service representative
wessamaly@ethosedu.com	Customer Service representative

Commented [C1]: This list has emails only, with no names, roles, or indication of which contact handles which type of issue (billing vs. safety vs. behaviour). Recommend rebuilding as Name | Role | Handles | Email/Phone.

5. Session Timings & Payment Deadlines

5.1 Session Timings

Each activity runs on its confirmed day ~~at 3:45~~, and time, as set out at enrolment (for example, most Wednesday sessions run 1:45 PM to 2:45 PM). Please refer to your activity's confirmed schedule; timings can vary between activities and terms.

- Children should arrive 5–10 minutes before their session start time, ready in the correct kit.
- Coaches will begin the session on time; late arrivals may join in progress but will not extend the session.
- Children must be collected promptly at the session end time from the designated pick-up point (see Pick-Up & Collection above).

5.2 Payment Deadlines

Fees are paid per round (e.g. every 4 sessions or every 3 months, depending on the activity).

- Payment for each new round is due no later than the 1st day of the month in which the new round begins.
- A child cannot be admitted to a new round until payment for that round has been received and confirmed by the office.



- Parents are encouraged to pay ahead of the deadline to avoid their child missing the first session of a new round.
- If the monthly payment has already been made and the month has already started, no refund will be applicable from the paid monthly amount.
- One-Day Notice – Monthly Payment:
If the Academy is notified only one day before the start of the month, 50% of the paid amount will be deducted, and the remaining amount will be refunded. If a parent gives at least one day's notice before the start date of the new round, 50% of the paid amount will be deducted, and the remaining amount will be refunded.
- For payments covering one week or more of the Summer Camp, a refund request must be submitted at least 5 working days before the start of the relevant week in order to receive a full refund.
- If the Camp Week Has Already Started:
If the relevant camp week has already started and a refund is requested, 40% of the paid amount will be deducted, and the remaining 60% will be refunded.
- Discounted Payments:
In case the payment was made at a discounted rate and a refund is requested, the paid/used weeks will be calculated based on the standard regular rate, not the discounted rate, for clarification.
- Late Payment Penalty:
In case of late payment beyond the applicable payment deadline, a late payment penalty of 350 EGP will be added to the total monthly payment amount.
- The After School payment does not cover the cost of any sports team, whether Gymnastics or any other sports activity.
Any sports team fee must be paid separately on a monthly basis or covered for the full four-month term, in addition to the After School payment. If the sports team fee increases, the same additional amount must be added to the total payment accordingly.
- Any questions about fees, invoices or payment methods should be directed to the Nine Yards office (see contacts above).

6. Parent Communication, Incident Investigation & Escalation

At Nine Yards Academy, the safety, wellbeing, and positive experience of every child remain our highest priority. We are committed to addressing all parent concerns with professionalism, fairness, transparency, and confidentiality.

This policy outlines how concerns are received, investigated, communicated, and resolved, ensuring that every family understands the process and expected timelines.

6.1 Our Commitment

- Providing a safe and secure environment for all children.



- Responding to concerns promptly and professionally.
- Conducting objective, evidence-based investigations.
- Maintaining confidentiality for all children, families, and staff.
- Keeping parents informed throughout the investigation process.
- Continuously reviewing and improving our procedures.

6.2 Scope of the Policy

This policy applies to all concerns relating to:

- Student behaviour
- Student wellbeing
- Injuries or accidents
- Safety concerns
- Child protection or safeguarding concerns
- Parent complaints
- Facility or equipment concerns
- Medical incidents
- Program delivery
- Any matter requiring formal investigation

6.3 How to Report a Concern

Parents are encouraged to report concerns through one of the following official communication channels:

- Official Academy WhatsApp
- Official Academy Phone Number
- Official Academy Email
- Academy Management

To help us investigate efficiently, please include whenever possible:

- Student's full name
- Date of the incident
- Approximate time
- Location
- Description of the concern
- Individuals involved (if known)
- Any additional relevant information

Commented [C2]: Consider naming a specific Designated Safeguarding Lead (DSL) here for safeguarding concerns specifically, rather than relying on generic 'Academy Management' for every concern type.

6.4 Response Timeline

Type of Concern	Investigation Begins	Period of time to be solved
General inquiry	Same business day	Within 2 business days
General complaint	Within 24 hours	Within 3 business days
Behaviour concern	Same business day	Within 3–5 business days
Injury or accident	Immediately	Within 24–48 hours
Safety concern	Immediately	Timeline communicated according to complexity
Serious allegation	Immediately	Ongoing updates until resolution

Complex investigations may require additional time. Parents will receive regular progress updates if an investigation extends beyond the standard resolution period.

6.5 Investigation Procedure

Every concern follows a structured process to ensure fairness and consistency.

Step 1 – Concern Received

The concern is officially received through an approved communication channel.

Step 2 – Case Registration

The concern is documented and assigned to the appropriate member of the management team.

Step 3 – Investigation

Depending on the nature of the concern, the investigation may include staff interviews, coach or teacher statements, attendance records, behaviour records, incident reports, CCTV review (depending on the type of the concern and level), and any additional relevant evidence.

Step 4 – Findings Review

All available evidence is reviewed before any conclusions are reached.

Step 5 – Parent Communication

Parents are informed of the investigation outcome and any actions taken where appropriate.

Step 6 – Case Closure

The matter is formally documented and closed, with any necessary follow-up actions scheduled.

7. CCTV (Camera) Investigation Procedure

Where CCTV footage is available and relevant, it may be reviewed as part of an investigation depending on the level of concern.

To protect the privacy and rights of all children and staff:

- CCTV footage is reviewed only by authorized management.
- Footage is used for investigation purposes.
- Footage may not capture every angle or every moment of an incident.
- CCTV findings are considered alongside witness statements and other available evidence.
- Parents will be informed of investigation findings where appropriate.
- CCTV footage cannot be viewed, copied, photographed, or shared with parents or third parties due to privacy and child protection regulations.

8. Communication During an Investigation

Parents will receive:

- Confirmation that their concern has been received.
- Information regarding the next steps.
- Updates if additional investigation time is required.
- A summary of the investigation outcome once completed.

To ensure an accurate investigation, we kindly ask parents to allow sufficient time for the investigation to be completed before requesting conclusions.

8.1 Confidentiality

To safeguard every child and staff member:

- Information regarding other children cannot be disclosed.
- Investigation records remain confidential.
- Parents will receive information relating only to their own child.

These measures ensure compliance with child safeguarding and privacy standards.

8.2 Possible Investigation Outcomes

Following an investigation, one or more of the following actions may occur:

- No further action required
- Behaviour support plan

Commented [C3]: No retention period is stated for CCTV footage, and there's no reference to Egypt's Personal Data Protection Law (151/2020). Recommend adding a defined retention window (e.g., 30 days) and a data-protection basis statement.

Commented [C4]: No appeals process exists if a parent disagrees with an investigation outcome. Recommend adding a step, e.g. 'If a parent disagrees with the outcome, they may request a review by [role] within X days.'



- Parent meeting
- Staff guidance or additional training
- Increased supervision
- Safety improvements
- Policy review
- Referral to safeguarding procedures where required

9. Emergency Situations

In cases involving medical emergencies or immediate safety concerns:

- Immediate action will be taken to protect the child.
- First aid will be administered where appropriate.
- Emergency services will be contacted if required.
- Parents will be informed ~~as soon as reasonably possible~~ within 30 minutes of the child being made safe.
- A formal incident report will be completed.

10. Parent Partnership

We value respectful collaboration with our families.

Parents are kindly requested to:

- Communicate respectfully with staff.
- Use official communication channels.
- Allow sufficient time for investigations.
- Avoid approaching or questioning other children regarding incidents.
- Refrain from publishing allegations on social media while investigations are ongoing.

Working together helps ensure every concern is handled fairly and professionally.

10.1 Our Commitment to Families

Every concern matters.

Our commitment is to:

- Listen carefully.
- Respond promptly.
- Investigate fairly.
- Communicate openly.
- Maintain confidentiality.
- Prioritize the safety and wellbeing of every child.
- Continuously improve our practices and procedures.

Commented [C5]: This duplicates the commitments already listed in section 6.1 'Our Commitment' almost word for word. Recommend consolidating into a single commitment statement.

11. School-Based Safety, Forbidden Items & Food Guidelines

11. Academy Safety, Items Not Permitted On-Site & Food Guidelines

11.1 Evacuation Procedures

~~The school has an Evacuation Plan and an emergency communication tree in place to ensure the safety of all pupils, staff and visitors. The school also has a designated outdoor safe area for evacuation and routes have been designed to avoid any bottlenecks. A fire drill will be run each year to ensure that pupils and staff are familiar with evacuation procedures as per the safeguarding policy.~~
The Academy has an Evacuation Plan and an emergency communication tree in place to ensure the safety of all children, staff and visitors. The Academy also has a designated outdoor safe area for evacuation, and routes have been designed to avoid any hustle.

11.2 Forbidden Items

~~Pupils should only bring things to school which are necessary for their day. The academy strongly recommends that pupils do not bring jewelry, money or items of value to campus. The school accepts no responsibility for the loss or breakage of any personal belongings. Mobile phones are not permitted as the academy is the contact point in case of an emergency.~~
Children should only bring what they need for the day. The Academy strongly recommends that children do not bring jewelry, money or items of value to the premises. The Academy accepts no responsibility for the loss or breakage of any personal belongings. Mobile phones are not permitted, as the Academy is the contact point in case of an emergency.

~~The following items are forbidden. These items are confiscated and the parent must collect the items from the academy Office.~~
The following items are not permitted on-site. These items are held by staff and the parent must collect them from the Academy Office:

- Mobile phones
- MP3 players
- Electronic games
- Toys and toy weapons
- Money unless requested
- Laptops and tablets
- Laser pointers
- Fidget spinners

11.3 Food Items

We believe that a healthy diet plays a crucial role in promoting the overall wellbeing and success of our students. In line with our commitment to creating a supportive and health-conscious environment, we have implemented a Healthy Food Policy aimed at encouraging the consumption of nutritious meals and discouraging the consumption of unhealthy food items.



~~Pupils should not bring the following items:~~ Children should not bring the following items:

- Packaged pudding of any kind (e.g. Danette)
- Doritos/chips
- Soda/fizzy drinks
- Store-bought bakery items (Molto, Todo, Twinkies)
- Sweets of any kind
- Chewing gum
- Popcorn
- Nuts in shells (Pistachios, Peanuts, etc.)
- Chocolate and chocolate biscuits (e.g. Oreos, Cadbury, Snickers, M&Ms, etc.)
- Nutella
- Energy drinks (Prime etc.)

Exceptions:

- Pastry or bakery items, biscuits etc. that are homemade and/or plain.

We kindly request your cooperation in refraining from sending your child with other unhealthy food items such as heavily processed packaged foods, sugary snacks, and items containing excessive preservatives. We believe that a balanced diet enhances concentration, cognitive function, and physical health, and we aim to cultivate these positive habits within our academy community.

Our staff members are dedicated to promoting healthy choices among our students. In instances where students bring in food items that may not align with our health-focused goals, our staff will discreetly guide and educate them on making healthier choices. While we understand that dietary preferences and family traditions vary, we hope to foster a culture of wellness and mindful eating.

To ensure the safety and wellbeing of all students, the academy has implemented a strict policy against food sharing within the academy premises. This policy is in place to prevent allergic reactions, dietary conflicts, and other potential health issues that can arise from food sharing. We kindly request your understanding and cooperation in adhering to this policy.

12. Policy Review

This policy will be reviewed annually or whenever operational, safeguarding, or legal updates require revisions.